

AMENDMENTS

In the Claims

Please amend Claims 14 and 16 as follows:

1. – 8. Canceled.

9. (Previously Presented) A computer-implemented method for generating a slide presentation for a presentation target, comprising:

creating at least one presentation definition template comprising a plurality of component definitions, wherein

one or more of the component definitions has an associated information bookmark;

associating a query condition with each component definition, each query condition determining whether the associated component definition is to be included in a slide presentation;

providing a mapping between each information bookmark and associated opportunity-specific data; and

in response to a command to generate a slide presentation for the presentation target, the computer performing the acts of

determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition;

for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped opportunity-specific data to generate the slide presentation, wherein

said determining uses the opportunity-specific data, and

said determining and said replacing are performed without human interaction; and

storing the generated slide presentation.

10. (Previously Presented) The method of claim 9, wherein the presentation target is a potential customer of a sales organization, and wherein the opportunity-specific data relates to potential sales opportunities between the sales organization and the potential customer.

11. (Previously Presented) The method of claim 9 further comprising associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

12. Canceled.

13. (Previously Presented) The method of claim 9, wherein the query condition is a predefined threshold.

14. (Currently Amended) **An apparatus comprising:**

one or more computer memories collectively containing a data structure for a slide

presentation, **the data structure** comprising[[:]]

a presentation definition template comprising a plurality of component

definitions, wherein

one or more of the component definitions has an associated information

bookmark₁[[:]]

an association of a query condition with each component definition, each query

condition determining whether the associated component definition is to

be included in a slide presentation; and

a mapping of each information bookmark to an associated opportunity-specific

data; **and** ~~and further comprising:~~

a processor, coupled to the computer memories, **configured to executing an instruction,**

utilize utilizing the presentation definition template **to execute a method, the**

method comprising

generating to-generate a slide presentation for a presentation target by

determining whether to include each of the plurality of component

definitions in the slide presentation based on its associated query

condition, and

for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information bookmark with its mapped opportunity-specific data, wherein said determining uses the opportunity-specific data, and said determining and said replacing are performed without human interaction, [[:]] and storing the generated slide presentation.

15. Canceled.

16. **(Currently Amended)** The apparatus ~~computer-memories~~ of claim 14, wherein the item of data is an opportunity-specific data.

17. **(Previously Presented)** A system for generating a slide presentation for a presentation target, comprising:

a means for creating at least one presentation definition template comprising component definitions, wherein one or more of the component definitions has an associated information bookmark;

a means for associating a query condition with each component definition, each query condition determining whether the associated component definition is to be included in the slide presentation;

a means for providing a mapping between each information bookmark and an associated item of data;

a processor comprising:

means for determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition in response to a command to generate a slide presentation for a presentation target;

means for, for each of the component definitions determined to be included in the slide presentation, automatically replacing the associated information

bookmark with its mapped item of data in response to the command to generate the slide presentation for the presentation target, wherein the processor means for determining uses opportunity-specific data; and means for storing the generated slide presentation.

18. (Previously Presented) The system of claim 17, wherein the presentation target is a potential customer of a sales organization, and wherein the data relates to potential sales opportunities between the sales organization and the potential customer.

19. (Previously Presented) The system of claim 17 further comprising a means for associating a theme with the template, the theme indicating a primary decision criterion of the presentation target.

20. (Previously Presented) The system of claim 17, wherein the item of data is an opportunity-specific data.

21. Canceled.

22. (Previously Presented) The system of claim 17, wherein the query condition is a predefined threshold.